<u>**Amendments to and Listing of the Claims**</u>:

Please amend claims 3, 4, 6, 9, 14, 15, 17, 19, and 20, cancel claims 11, 12, 18, 21 and 24-27 and add new claims 31-36 as follows:

1-2. (cancelled)

3. (currently amended) A system for delivering customized web pages to users, said system comprising:

at least one content server that stores web page content for a plurality of web pages; ~~and~~

a centralized demographic server that ~~stores~~ retrieves demographic information via direct input from a user~~on a plurality of registered users~~, the demographic information ~~being self-represented,~~ preserving the anonymity of the user; and

a computer associated with the user that stores the demographic information input by the user,

wherein said content server directs ~~a requesting~~the user to said demographic sever for input of the demographic information, and ~~where particular demographic information associated with the requesting user is stored, said demographic server then retrieves the particular demographic information associated with the requesting user, and then the retrieved particular demographic information is provided to said content server,~~

~~wherein said demographic server requires authentication of the requesting user before the particular demographic information can be provided to said content server,~~

~~wherein the content server causes the retrieved particular demographic information to be stored on a user's computer associated with the requesting user, and~~

wherein said content server ~~thereafter~~ utilizes the stored ~~retrieved particular~~ demographic information from the ~~user's~~ computer ~~for~~ to customize at least one ~~subsequent~~ web page request by the user.

4. (currently amended) A system as recited in claim 3, wherein said content server produces a customized web page for the ~~requesting~~ user based on the retrieved particular demographic information.

5. (cancelled).

6. (currently amended) A system as recited in claim 3, wherein said content server delivers the customized web page to the ~~requesting~~ user on the ~~user's~~ computer associated with the requesting user.

7-8. (cancelled).

9. (currently amended) A system as recited in claim 3, wherein the requesting user controls the ~~information within the particular~~ demographic information that is ~~provided from said centralized demographic server to said content server~~ stored on the computer associated with the user.

10-12. (cancelled).

13. (original) A system as recited in claim 3, wherein a plurality of different content servers are able to utilize the demographic information stored at said centralized demographic server.

14. (currently amended) A system as recited in claim 3,

~~wherein the requesting user requests a first web page,~~

~~wherein said content server causes the retrieved particular demographic information to be stored on a user's computer associated with the requesting user, and~~

wherein at least one other content server ~~thereafter~~ receives and utilizes the ~~stored retrieved particular~~ demographic information from the ~~user's~~ computer to customize a web page. ~~appended to, part of or provided with at least one subsequent web page request.~~

15. (currently amended) A computer-implemented method for utilizing demographic information over a network of computers, said method comprising the acts of:

accessing a central demographics server via the network to retrieve demographic information pertaining to a ~~particular~~ registered user[[,]] by direct user input, wherein the demographic data preserves the anonymity of the user ~~the central demographics server storing demographic information pertaining to a plurality of registered users~~;

storing the demographic information on a computer associated with the registered user; and

~~providing the demographic information pertaining to the particular registered user from the central demographics server to a computer associated with the particular registered user; and~~

~~subsequently~~ issuing a request <u>from the registered user</u> to receive a web page from a content server via the network, the request specifying the web page and having ~~thethe registered~~ demographic information ~~associated therewith~~<u>corresponding to the registered user</u>.

16. (original) A computer implemented method as recited in claim 15, wherein the retrieved demographic information is appended to, part of or provided with the request.

17. (currently amended) A computer implemented method as recited in claim 15, wherein said accessing is initiated by ~~the~~ <u>a</u> content server.

18. (cancelled)

19. (currently amended) A computer implemented method as recited in claim ~~15~~<u>17</u>, wherein said method comprises:

customizing, at the content server, the web page for the particular registered user based on the retrieved demographic information.

20. (currently amended) A computer implemented method as recited in claim ~~15~~<u>17</u>, wherein the content server is ~~a~~ <u>the</u> demographics server.

21-30. (cancelled)

31. (new)   A method for customizing web pages provided over a network comprising:

(a) receiving, at a server computer, a page request issued by a requestor over the network from a requestor's computer;

(b) retrieving demographic information corresponding to the requestor, wherein the demographic information was previously directly input by the requestor to a demographic server, wherein the demographic information is stored on the requestor's computer, and wherein the demographic information does not reveal the requestor's identity; and

(c) in response to the page request, customizing a web page to be displayed on the requestor's computer based on the demographic information.

32. (new)   The method of claim 31 further comprising:

(d) transmitting the customized web page to the requestor's computer for display thereon.

33. (new)   The method of claim 31, wherein the demographic information is stored on the requestor's computer in the form of a cookie.

34. (new)   The method of claim 31, wherein no personal identifying information about the requestor is stored on the requestor's computer.

35. (new)   The method of claim 31, wherein the demographic information corresponding to the requestor is supplied by the requestor in response to questions posed to the requestor by the demographics server.

36. (new)   The method of claim 31, wherein the demographic information is encrypted before being provided to the server computer.